OFFICE OF PUBLIC INFORMATION
The University of Oklahoma
900 Asp Avenue, Room 350
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JOURNAL OF COLLEGE RADIO
NOW PUBLISHED AT OU

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NORMAN - The University of Oklahoma is the new home of the only nationwide magazine for the college radio broadcasting industry. Its publisher is Jack Deskin, a graduate assistant and student in radio and television at OU.

The editor of the file: Journal of College Radio, Ted Leitner, is also an OU graduate student and Oklahoma City area sports announcer.

Although the magazine is owned by the Intercollegiate Broadcasting System, Inc., it has been published wherever the publisher happens to be living.

Deskin took over the reins of the Journal in 1968 while he was teaching radio and television at Oklahoma State University. He came to OU last fall to work on his doctorate and teach part of the time, bringing the Journal with him. Leitner also came to OU then and is working on his master's degree.

College radio stations follow no particular pattern in their operations, Deskin says, as most broadcast only on campus wiring systems, instead of regular wireless transmission. Such broadcasting is not regulated by the Federal Communications Commission (FCC).

(more)

Others broadcast wireless. Some are operated strictly as laboratories for broadcasting students and some are commercial stations--as are OU's KGOU-FM and WNAD-AM stations.

Although college radio stations may have many problems in common, Deskin says, they also have a great diversity of problems, some of which affect only a few.

The Journal, as a result, offers a wide variety of features and articles by persons from a wide spectrum of the broadcasting industry. National network officials, FCC officials, college and professional radio and television people, as well as Deskin and Leitner themselves, contribute to the Journal, which has a circulation of about 4,000.

"We try to balance current issues with half-way scholarly works," Deskin says. "It's more or less an open forum," in which readers can relate with feedback to what they read.

There are no paid staff members on the Journal, he says, adding that "we like to do it because of the need for communication among these college stations" and a "deep interest" in radio and television curricula.

Leitner says the Journal is the only publication with which the student broadcaster can identify. While the network operations do not directly affect the student, matters of curriculum do. At the same time, he says, the students must learn to look to the future, when the network and other industry questions will be their direct concerns.

"So many of these kids say 'that's not my problem,'" he says, "but it will be (their problem) in a few years."

One unique thing about the college radio station, Leitner says, is "that you've got people in learning situations in administration positions in the stations."

(more)

Some of the stations are under strict supervision by their schools, Deskin says, while others are not supervised at all. "Some stations are used strictly for training--and some are used like a play toy," he adds.

Each month the Journal names a "station of the month," chosen on a "merit" basis dealing with special programs, improvements or developments in operations. Educational, non-commercial stations are also featured in that section.

Being fectured in the national magazine gives such stations good exposure, Deskin says, and the station of the month is depicted in a three-page spread with lots of photographs.

Advertising in the Journal is mostly for broadcasting and sound equipment, including recordings and tapes, and schools of broadcasting.

Deskin is from Henryetta, Okla., and Leitner is from Yonkers, N.Y. Both received their bachelors degrees from Oklahoma State University, where Deskin also earned his master's degree.

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COLLEGE RADIO JOURNAL
NOW PUBLISHED AT OU

THE JOURNAL OF COLLEGE RADIO is now edited and published at the University of Oklahoma. Its publisher is Jack Deskin, OU graduate student and graduate assistant in the Speech Department, left. The editor, Ted Leitner, is also a graduate student. The pair brought the Journal, the only nationwide publication directed to the college radio industry, to OU with them last fall from Oklahoma State University. Deskin is from Henryetta, Okla., and Leitner is from Yonkers, N.Y.

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